

Springerville Town Council
Minutes
Aug. 18, 2010
6:00p.m.

Council: Mayor Eric Baca, Dan Muth, Connie Hunt, Susie Silva and Ron Thebeau

Staff: Steve West Town Manager, Timothy Shaffery Legal Counsel, Valentina Cordova, Town Clerk

Public: Crystal Steed, Kevin Burk, Ron Cavanaugh

1. Mayor Baca called the meeting to order at 6:03 p.m.
2. Susie Silva led the Pledge of Allegiance.
3. Public Participation: Ron Cavanaugh asked if the Town had made progress with ADOT regarding signage at the post office and was told no. He also asked where early voting is being offered for the primary election and was advised to go to the Round Valley Annex building on Mountain Ave.

Crystal Steed advised the council of the upcoming Showdown in the Badlands bull riding event which will be held Oct. 8-9. There will be open riding the 8th, followed by an Apache vs. Navajo event on the 9th. All chapters and tribes are encouraged to participate. The tribe with the highest score at the end of the day will receive a traveling trophy. Support for the event has been enthusiastic and she is asking for the Town's support as well. Councilman Muth suggested requesting tourism tax funds to help with expenses. Councilwoman Hunt asked if any research was done to see if events like this are successful. Mrs. Steed said sports events of this type have been, but it is the first bullriding event she is aware of. Councilman Thebeau asked what kind of support was needed. Mrs. Steed said financial and security assistance would be welcome. She also asked for a letter of support from the Town to use in promotional efforts.

4. Manager, Council and Chamber Reports.

Town Manager West reported the final design of the new airport terminal is under way and will be presented to council Oct. 6. He asked council members to consider changing from two meetings per month to one meeting per month and let him know their thoughts. He also distributed tickets to upcoming the ATV Jamboree.

Councilman Muth said the chamber was working on a number of things and asked director Becki Christensen to elaborate.

Mrs. Christensen said events are winding down and the focus is shifting to research and businesses. Chambers throughout the White Mountains are hearing visitor complaints regarding customer service. They are working together to conduct "secret shopper" assessments. Chamber staff will then review the results with the businesses and provide customer service training. This has been tried before in a workshop format, but participation was poor. This time the chambers will offer to provide the training at the business.

The chamber will hold a business networking meeting at the Safire restaurant Sept. 9 at 7 a.m. Encouraging residents to shop locally is another goal. Plans are underway to do comparison shopping between Round Valley and Show Low business to determine if there is really a savings after the cost of fuel and travel time are deducted.

Eagar Town Council has developed a list of desired services from the chamber and she is asking Springerville to do the same. The chamber board will then review the list(s) and work with the Towns to develop a memorandum of understanding or contract – she would prefer a contract because it is more binding.

5.
 - a. Consider approval of the minutes from the council meeting held on August 4, 2010 at 6:00pm
 - b. Consider approval of the minutes from the joint town councils meeting held on July 8, 2010 at 600 p.m.
 - c. Consider ratification of accounts payable for the month of July 2010.

Susie Silva/Connie Hunt motion to approve items 5a through c.

Councilman Thebeau questioned a payment to HUB International on July 8. Manager West said he did not know but would find out.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

6. No old business.
7. MEMORANDUM OF UNDERSTANDING: Discussion regarding a proposed Memorandum of Understanding between the Chamber of Commerce and the Town.

Councilman Muth said this came up at the last joint council meeting after complaints that the chamber should have been a more active participant in the Round Valley Round Up. It was suggested at that time that a memorandum of understanding be developed to ensure the Towns and chamber share the same expectations.

Councilwoman Silva asked for a copy of the MOU. Councilwoman Hunt said she would like to see the list drafted by the Town of Eagar that was mentioned in the chamber report.

Attorney Shaffery said MOUs are not binding and a contract would be better.

Mrs. Christensen said one of Eagar's concerns was that the Visitor's Guide does not list all businesses, just chamber members. The Towns fund the chamber using sales tax revenue from all businesses. It was suggested that all businesses be included in the future and that members be highlighted in some manner. Mrs. Christensen said she is developing a business directory which will be updated on a regular basis.

Eagar also would like more active chamber involvement in events like Eagar Daze.

The chamber board will review Eagar and Springerville's lists of desires, then meet with them to determine which ones can be fulfilled.

Councilwoman Silva said she is glad to see the networking. She has been involved in an informal group of business leaders who feel the chamber is somewhat out of touch with businesses. Crystal Steed said her business dropped its chamber membership because she did not feel the chamber made an effort to reach out.

Councilwoman Hunt said the chamber needs volunteers, as a staff of one and a half cannot do everything plus operate the visitor center.

Councilman Muth said he felt the chamber should try to become self-sustaining so it is not subject to government interference. Mrs. Christensen said most chambers are dependent upon government to some extent. She plans to work harder at communicating the benefits of the chamber to the community, businesses and the Towns.

It was decided to discuss this matter again after the council has a chance to review the draft MOU and Eagar's list.

9. Manager West suggested addressing Item 9 before the executive session under Item 8.

Dan Muth/Susie Silva motion to approve Resolution 2010-R013 designating official and alternate locations for holding Town meetings and posting agendas.

Councilman Thebeau asked why alternate locations were needed. Manager West explained that there are times, such as when the auditors were using the conference room, that a meeting might have to be held somewhere else. The senior center is often used when larger crowds are expected.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

8. EXECUTIVE SESSION: The Town Council has the right to adjourn into Executive Session in accordance with Arizona Revised Statutes Section 38-431.03 (A)(1) and (4) for legal consultation.

- a. Consider entering into executive session for legal consultation on the airport property.
- b. Consider entering into executive session for legal consultation regarding property acquisition.
- c. Any discussion and action as a result of the executive session.

Dan Muth/Ron Thebeau motion to enter into executive session at 6:50 p.m.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

Dan Muth/Connie Hunt motion to exit executive session and reconvene the regular meeting.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

Dan Muth/Ron Thebeau motion to direct staff to begin addressing the title issues associated with the airport.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

It was noted for the record that no action was being taken regarding Item 8(b)

10. Adjournment:

Dan Muth/Susie Silva motion to adjourn the meeting.

Vote:	Ayes:	Eric Baca
		Dan Muth
		Connie Hunt
		Susan Silva
		Ron Thebeau

Eric Baca, Mayor

ATTEST:

Town Clerk

I hereby certify that the foregoing is a true and correct copy of the minutes of the Springerville Town Council in regular session on Wednesday, Aug. 18, 2010. I further certify that the meeting was duly posted and a quorum was present.

Dated this 25th Day of August 2010.

Larisa Bogardus, Director of Community Development